



Community
Prioritization

July 12, 2022



Community Prioritization – Methodology

- 1** Sorted NY State of Health enrollment data by zip code to identify neighborhoods with the highest enrollment
- 2** Overlaid demographic data by Census tract for each market on enrollment data (Queens, Brooklyn, Bronx, Buffalo)
- 3** Scored neighborhoods based on quantitative variables (e.g., Social Vulnerability Index, Median Household Income, language spoken at home, etc.)
- 4** Averaged variables to rank to 20 neighborhoods by greatest enrollment and need in each market
- 5** Identified 12 total neighborhoods holistically – three per market – for deep dive research



Queens, NY

Top Five Priority Neighborhoods (1 = Highest Enrollment + Need)

Neighborhood*	Background	Overall Rank Score
Corona	While Corona is distinct, it is often assessed in conjunction with Elmhurst. The neighborhood is nearly 80 percent Latinx and 12 percent Asian. Twenty-five percent of the population is uninsured, compared to 15 percent of Queens and 12 percent of New York City. Thirty-seven percent of residents have not received a high school diploma. Nearly one-fifth of the population does not have access to the internet, and 57 percent do not have access to a vehicle. Within Queens, Corona has the largest share of the population that received government benefits such as the Supplemental Nutrition Assistance Program (SNAP).	2.29
Elmhurst	Elmhurst is 49 percent Asian and 42 percent Latinx. Many residents in the neighborhood are housing cost-burdened, spending an average of 35 percent of their income on rent. Elmhurst Hospital was labeled New York City's "COVID-19 epicenter" in March 2020 because it was 230 times over capacity and had the highest COVID-19 patient roster in the country. Elmhurst is also home to LaGuardia Airport, which has contributed negatively to the environment through air and noise pollution linked to decreased lifespans in the area. LaGuardia Airport recently completed a \$4 billion renovation.	3.00
Flushing	Flushing is a predominantly Asian neighborhood, with 68 percent of residents born abroad. The area faces significant environmental concerns including Flushing Creek that has over a billion gallons of sewage-tainted rainwater annually and Flushing Meadows-Corona Park that has seen increased pollution and decreased green space. In 2019, over 84,000 residents applied for affordable housing; the neighborhood has a poverty rate of 16 percent, higher than the borough average. The Special Flushing Waterfront District, a housing development project along the creek has faced significant community pushback over fears of gentrification, displacement, and pollution. The neighborhood is home to Queens College.	3.71
Jackson Heights	Jackson Heights' population is highly ethnically diverse, with 59.9 percent of residents being foreign-born and 54 percent Latinx. It is a nationally recognized historic district and home to New York City's "Little India." Jackson Heights ranks highest on the Social Vulnerability Index of neighborhoods with high NY State of Health enrollment rates, and 15 percent of residents are impoverished. Community members protested gentrification in 2017 when Target announced plans to develop a 20,000-square-foot store in the neighborhood.	4.14
Jamaica Hills	Jamaica Hills is known for its high-quality public schools and residential character. The region has a large South Asian population, with many families from Pakistan and Bangladesh, as well as smaller enclaves of Caribbean and South American communities, notably from Guyana. The neighborhood is also home to a smaller Greek immigrant community, primarily due to several large Greek churches in the area. The Muslim Center is one of the neighborhood's key establishments, with a membership of nearly 2,000. Jamaica Hills is considered middle-class with steadily increasing housing prices; the influx of development has been a continuous concern for residents.	4.86

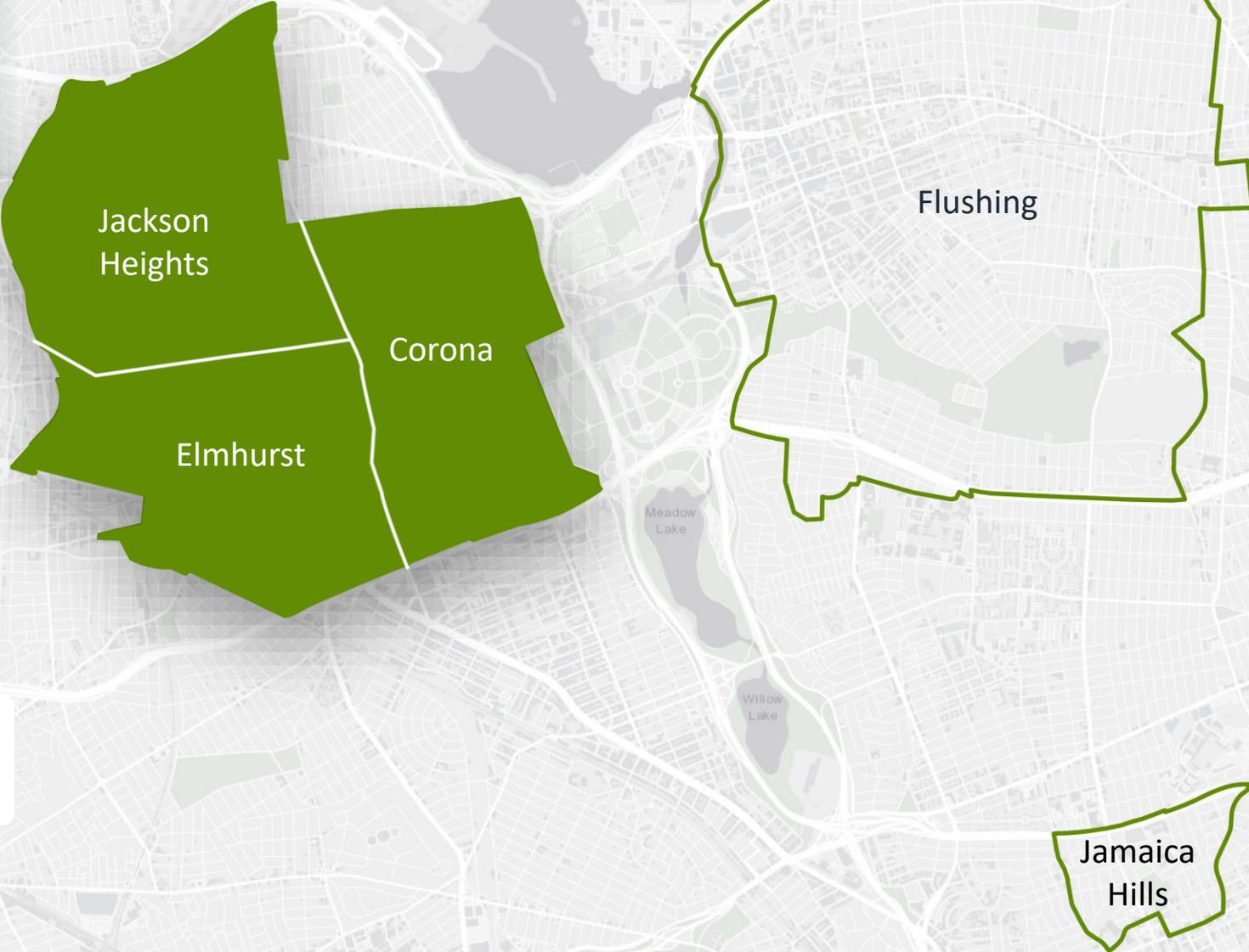
All data used for the rank score calculation was derived from either the 2020 ACS or the published NYSOH zip code level enrollment data.

*Out of top 10 high enrollment neighborhoods in Queens

Queens, NY

Approximate enrollees: 1,150,383
Total population: 2,270,976

Neighborhood	Approximate Enrollees within Zip*
Corona 11368	84,471
Elmhurst 11373	69,913
Flushing 11354, 11355	110,026
Jackson Heights 11372	38,265
Jamaica Hills 11432	39,424



*Approximate enrolled population is derived from New York State of Health's publicly available data, last updated April 2022. The data is published at the zip code level and reflects the average number of enrollees per zip code by all data collection options. Neighborhoods were assigned the total enrollment population reflective of the zip code they fall within.

Brooklyn, NY

Top Five Priority Neighborhoods (1 = Highest Enrollment + Need)

Neighborhood	Background	Overall Rank Score
Borough Park	Borough Park is the spiritual center for the Orthodox Jewish community in New York City and is home to one of the largest Jewish populations in the United States. Nearly 80 percent of residents identify as Orthodox or Hasidic, and the population is approximately 70 percent white. Many children in the area attend yeshivas – traditional Orthodox private schools – where the community adheres strongly to religious laws. While the neighborhood is classified as a high-income, Borough Park reports the highest rent burden rate in the city, at 64 percent in 2020.	2.71
Bensonhurst	Bensonhurst is considered one of New York’s most diverse neighborhoods, with the city’s second-highest number of foreign-born residents, at 77,000. The neighborhood is referred to as Brooklyn’s “Little Italy” due to its large Italian-American population. It is also known as the city’s second “Chinatown,” housing the borough’s largest Asian population. The area is known for its Chinese, Thai, Vietnamese, and Japanese traditional cuisine and small businesses. The neighborhood’s employment and income rates are consistent with the city average, with 23 percent of residents living in poverty and eight percent unemployed.	4.00
East New York	East New York, a primarily residential region, is 55 percent Black and home to large Latinx, Bangladeshi, and Caribbean communities. East New York has one of the lowest median incomes in the city; 30 percent of residents live in poverty, ten percent are unemployed, and over 50 percent are rent-burdened. The neighborhood is also considered a food desert. A coalition of community organizations put together the East New York Neighborhood Plan (ENY Rezone) to build affordable housing, promote economic development, and develop community resources.	4.57
Brighton Beach	Brighton Beach is a coastal community known for its high Eastern European and Slavic immigrant populations. The neighborhood is colloquially referred to as “Little Odessa” and has the largest Russian-speaking community in the United States. As of 2019, over 50 percent of residents are foreign-born, and nearly 60 percent lack English proficiency. Brighton Beach houses many Eastern European restaurants, shops, and clubs along the Riegelmann Boardwalk. The region’s cultural institutions include the Brighton Ballet Theater School, one of the country’s most famous Russian ballet schools. The neighborhood lacks translation services and affordable housing.	4.86
Cypress Hills	Cypress Hills is adjacent to Highland Park and Cypress Hills Cemetery, one of the city’s first nondenominational cemeteries. The region is 60 percent Latinx and home to many South Asian and Caribbean immigrants. Nearly 45 percent of residents are foreign-born, and Spanish is the most spoken non-English language. Fulton Street is a critical retail center in the community. Many residents are concerned with the neighborhood’s affordable housing, property costs, pedestrian-friendly infrastructure, and crime rates.	5.14

All data used for the rank score calculation was derived from either the 2020 ACS or the published NYSOH zip code level enrollment data.

*Out of top 11 high enrollment neighborhoods in Brooklyn

Brooklyn, NY

Approximate enrollees: 1,167,115
Total population: 2,576,771

Neighborhood	Approximate Enrollees within Zip*
Borough Park 11204,11219	114,209
Bensonhurst 11204,11214	103,642
East New York 11207,11208	99,638
Brighton Beach 11235	46,065
Cypress Hills 11208	55,403



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Bronx, NY

Top Five Priority Neighborhoods (1 = Highest Enrollment + Need)

Neighborhood	Background	Overall Rank Score
Fordham Heights	Fordham Heights is 71 percent Latinx and 27 percent Black. The local community board reports a 34 percent poverty rate and a 65 percent rent-burden rate, both higher than the city average. Compounding high housing costs, landlords “adequately maintain” only 18 percent of renter-occupied homes. Further, 34 percent of residents have not received a high school diploma. Additional concerns include a lack of nutritious food options and health resources.	4.43
Highbridge	Highbridge was primarily Irish-American in the 1960s, but Latinx, Caribbean, and Black individuals now comprise 90 percent of the population. Highbridge’s residents fear gentrification, as the neighborhood experienced some of the highest rent increases in all New York City pre-pandemic. Recent rezoning has allowed medium-sized apartment buildings to overtake the neighborhood’s traditionally single-family homes. With a poverty rate of approximately 40 percent and over 60 percent of residents living in rent-burdened conditions, Highbridge suffers from disinvestment and redlining.	4.86
Morrisania	Morrisania has a highly diverse population, primarily composed of immigrants and first-generation Black, Latinx, and Caribbean residents. The neighborhood is known for its arts and music; famous jazz, R&B, and soul musicians, including the award-winning Morrisania Band Project, have come from this neighborhood. Unfortunately, the community struggles with poverty, health issues, and institutional disinvestment. Nearly 30 percent of residents live in poverty, and 60 percent are rent-burdened, significantly higher than the city-wide average.	5.29
West Bronx	West Bronx is a large residential and commercial hub. Colloquially, the region refers to an amalgamation of neighborhoods, including Concourse and Mount Eden. The area is primarily Latinx and Black and is considered lower income. The neighborhood is adjacent to several key institutions, including Yankee Stadium and the Bronx Museum of the Arts. Other historic landmarks include the Grand Concourse Historic District and the Andrew Freedman Home, an official New York City Landmark. Ongoing gentrification affects the area, and many residents live in overcrowded conditions.	6.43
Mount Hope	Mount Hope is adjacent to the Cross Bronx Expressway, resulting in heightened asthma rates in the neighborhood. The area is over 50 percent Latinx, with a substantial Black and Caribbean population. Over 40 percent of residents are foreign-born. Mount Hope houses the BronxCare Hospital System, a teaching hospital for Mount Sinai. Tremont Avenue, a notable commercial corridor in the Bronx, cuts through the neighborhood. Over 90 percent of housing units in the area are rentals, and nearly all are subsidized.	6.57

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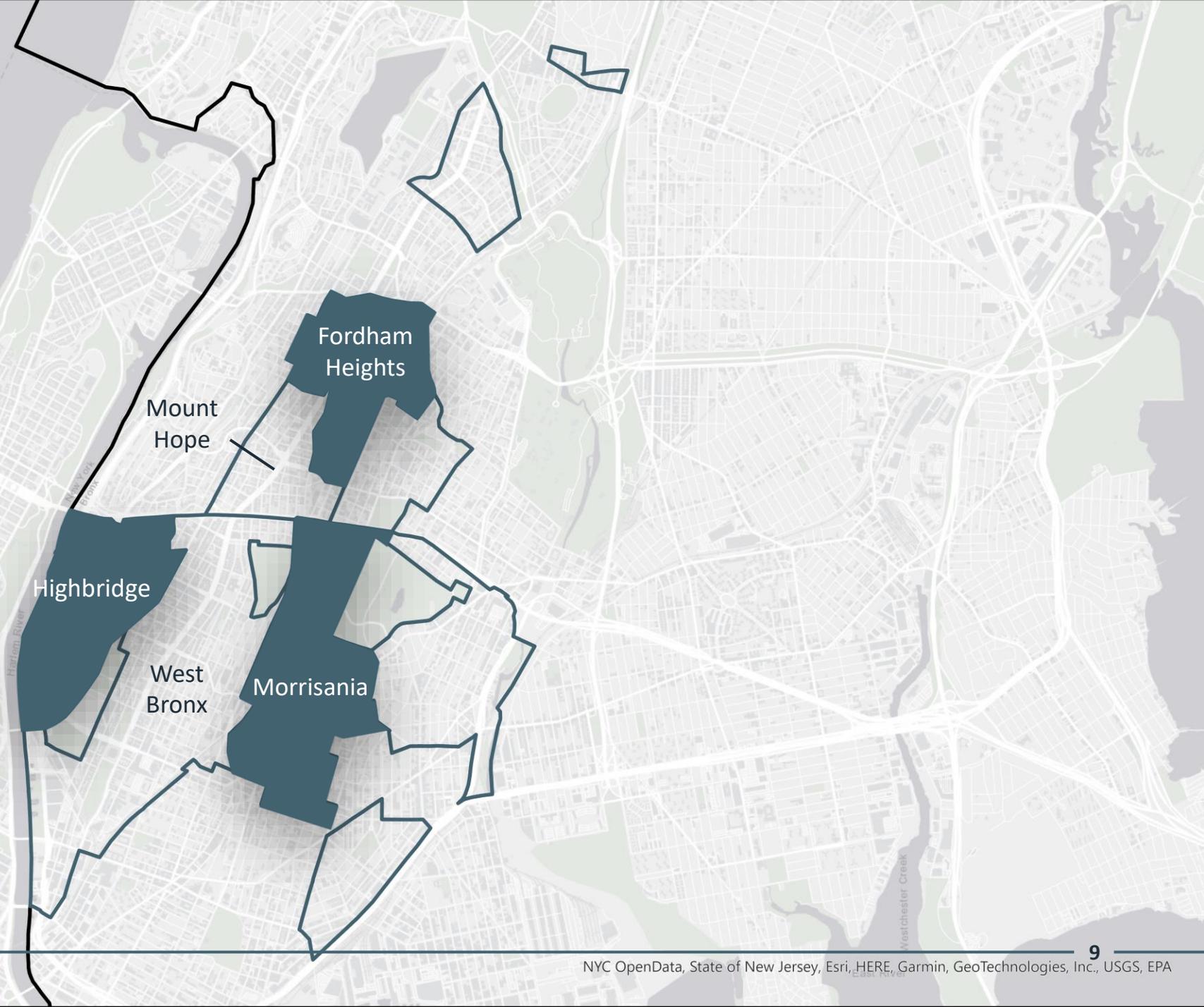
*Out of top 14 high enrollment neighborhoods in Bronx

Bronx, NY

Approximate enrollees: 715,913
Total population: 1,427,056

Neighborhood	Approximate Enrollees within Zip*
Fordham Heights 10457,10458	85,751
Highbridge 10452	46,174
Morrisania 10456,10457	93,877
West Bronx 10452,10456, 10457,10458	184,031
Mount Hope 10453,10457	89,615

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Buffalo, NY

Top Five Priority Neighborhoods (1 = Highest Enrollment + Need)

Neighborhood	Background	Overall Rank Score
Genesee-Moselle	Roughly 85 percent of Buffalo’s Black population resides in the eastern part of the city, which includes Genesee-Moselle. An influential and growing Bangladeshi community has also inhabited Genesee-Moselle, developing and rehabilitating property in the area. More than half of all adults have high blood pressure, and one in five have diabetes in east Buffalo neighborhoods like Genesee-Moselle, as of May 2020. According to a 2017 study, 51 percent to 75 percent of Genesee-Moselle households are in or near poverty, over 40 percent are housing cost burdened, and over 20 percent of housing units are vacant. The neighborhood is low-income, with an average median household income (MHI) of \$20,429, compared to Buffalo’s MHI of \$39,677.	3.00
West Hertel	West Hertel has an average median household income of \$26,682. Its top industries include manufacturing, health care and social assistance, and retail trade. In 2017, West Hertel was classified as one of Buffalo’s 17 Opportunity Zones. West Hertel is primarily known for its community school, West Hertel Academy, which improved its academic standing after the New York State Education Department issued an ultimatum in 2016 to demonstrate progress or face an external takeover. Other social issues addressed during this period include hunger and the digital divide. In March 2022, the New York State United Teachers union used West Hertel Academy to showcase the success of Buffalo’s “community schools.” In 2016, 36 percent of students at West Hertel Academy were learning English as a new language, with the top native languages being Nepali, Somali, Burmese, and Arabic.	4.71
Schiller Park	Schiller Park’s population is 68 percent Black and ten percent Asian, with nine percent of residents born abroad. It is home to a robust Jamaican community and notable Vietnamese, Polish, and Sub-Saharan African populations. About half of the residents in Schiller Park receive SNAP benefits, and the median household income is \$27,095. The Buffalo Urban Renewal Agency is currently focusing on deploying its Lead Paint Hazard Reduction Program in Schiller Park, as it is one of the Buffalo neighborhoods where lead poisoning occurs most often.	5.43
Kenfield	Kenfield borders Langfield, and both neighborhoods are colloquially grouped. Kenfield Homes, a 650-unit public housing complex, is a dominant fixture in the area. In 2018, Kenfield Homes failed a federal inspection scoring 54 out of 100 points. Complaints from residents include a lack of functioning stoves, light and heat outages, mold and mildew, and audible gunshots. As of 2020, the census tract that includes Kenfield and Langfield public housing projects has roughly 58 percent of residents living in poverty with a median household income of \$17,011. Eighty-two percent of Kenfield’s residents are Black. According to a 2019 report, 48 of Buffalo’s 150 social service providers exist in northern neighborhoods, including Kenfield.	5.86
Delavan Grider	Delavan Grider, also known as Grider, is majority Black at 88 percent. Twenty-eight percent of residents live below the poverty line, parallel to the city average. The neighborhood houses the Erie County Medical Center, the main teaching hospital for the University at Buffalo, and a New York State public-benefit corporation. The neighborhood’s well-known True Bethel Baptist Church often hosts governmental speeches and city events.	5.86

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*Out of top 11 high enrollment neighborhoods in Buffalo

Buffalo, NY

Approximate enrollees: 104,345
Total population: 255,085

Neighborhood	Approximate Enrollees within Zip*
Genesee-Moselle 14211	14,254
West Hertel 14207	12,624
Schiller Park 14211	14,254
Kenfield 14215	20,354
Delavan Grider 14215	20,354

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